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News Release ~ Communiqué

Canada-B.C. agreement on communications and cultural industries supports music industry

VANCOUVER, May 12, 1995 - Music professionals and music companies will be introduced to the impact which the information highway will have on their industry through a series of seminars, hands-on workshops and an interactive functional site Music West Net. This will be showcased May 13-15, 1995 at Robson Square and the Hotel Vancouver in conjunction with the Music West Conference and Trade Show. The Music West Net site will remain as a legacy.

This project will be funded in part through the Canada/British Columbia Agreement on Communications and Cultural Industries. The Agreement provides funding to assist the communications and cultural industries sectors of the B.C. economy in the development and application of innovative technology, creation of new markets for their products and services, and in strengthening their industrial infrastructures.

Canadian Heritage Minister Michel Dupuy and Bill Barlee, B.C. minister of small business, tourism and culture, announced today that $100,000 will be provided towards the project.
The Seminars, under the heading "Net Sounds", will present some of the leading figures in the computer, communications and music industries, providing a full introduction to interactive multi-media, with particular focus on the Internet. Topics covered will include marketing on the Internet and copyright issues.

The "Digital Café," featured at the MusicShow exhibition and conference, will consist of display computers and software, on-line on the Internet, providing delegates with an opportunity to explore interactive CD-ROMs, on-line Internet services, virtual reality and interactive games.

Also accessible at the Digital Café will be the "Music West Net" site on the Internet. The site will include, for example, profiles of the participants in Music West, as well as the directory of the B.C. Music Industry. This site will serve as a comprehensive example of the international marketing now available to the industry. By creating this site on the Internet, Music West will simultaneously market itself as Canada's leading edge conference and its Canadian panelists and showcasing bands as valuable properties.

"This funding will stimulate and support a Canadian sound recording presence on the electronic highway," said Mr. Dupuy. "It promotes a dynamic and highly promising convergence of communications technologies with the music industry."

Mr. Barlee said the project would allow B.C. record companies and distributors to experiment with this technology and identify its marketing potential for their recording catalogues. "Without content, the information highway is an empty road which cannot produce revenues."

Music West is one of the foremost music industry conferences in North America. It consists of a conference, trade show and festival showcasing over 250 bands to record and publishing company talent scouts from all over the world.

The Canada/B.C. Agreement on Communications and Cultural Industries is a two-year, $9 million pact that is administered by the federal Canadian Heritage and Industry Canada departments and the B.C. ministries of Employment and Investment and Small Business, Tourism and Culture.

Funding for this initiative was provided for in the February, 1995, federal budget and is therefore built into the existing fiscal framework. This initiative is an example of how this government is prioritizing its spending so that it can better serve Canadians by making better use of their tax dollars.

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